

INTERNATIONAL INSTITUTE OF PROFESSIONAL STUDIES

PROGRAMME CODE: PS5B

**PROGRAMME TITLE: MASTER OF BUSINESS ADMINISTRATION (M.B.A.) -
ADVERTISING AND PUBLIC RELATIONS**

OBJECTIVES:

The broad objectives of the M.B.A. (APR) programme are as follows:

- To nurture young aspirants into creative, dynamic, managerially competent professionals.
- To develop leadership and business competencies suitable to excel in communication and business world.
- Fostering the natural energies and enthusiasm of the introductory Advertising and Public Relations students for the industry.
- Equipping students with the knowledge of tools and techniques of Advertising, Public Relations and Communications world.

ELIGIBILITY:

Higher Secondary (10+2) with Mathematics as a subject.

Any Bachelor degree with at least 50% marks in aggregate or an equivalent grade for General / OBC candidates, and 45% marks in aggregate or an equivalent grade for SC/ST and Differently Abled (DA) category candidates from a recognized University / Institute.

AGE LIMIT: As per the directives of Government of Madhya Pradesh, there is no upper age limit for admission to various programmes.

Admission Procedure:

The admissions will be done as per merit in the entrance test conducted by the university.

Seats: 40 (reservation as per state Govt. rules).

DURATION: Four Semesters (Two Years).

FEE STRUCTURE (2020-22):

Semester	Academic Fee	Development & Maintenance Fee	Students' Services Fee		Examination Fee	Total (Rs.)	
			Boys	Girls		Boys	Girls
First	16500	12000	3300	3111	2500	34300	34111
Second	16500	12000	2911	2722	2500	33911	33722
Third	16500	12000	3300	3111	2500	34300	34111
Fourth	16500	12000	2911	2722	2500	33911	33722

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- Caution money (Refundable) of Rs. 4000/- will be charged additionally in the first semester.
- Alumni Fee of Rs. 500/- will be charged extra in the first semester.
- If a student repeats a paper(s) in a semester, an additional fee of Rs.500/- per paper shall be payable.
- For NRI/ FN/ PIO Candidates, a fee of US\$ 3500 Per Annum shall be payable on yearly basis. They will have to pay a refundable deposit of US\$ 500 once at the time of admission.
- Hostel Fee and Central Library Fee will be extra.

PROGRAMME STRUCTURE (2020-22):

First Semester:

Code	Title	Credits (L T P)
CORE COURSES		
PS5B-501	Principles of Advertising Management	4 (4-0-0)
PS5B-503	Principles of Marketing Management	4 (4-0-0)
PS5B -505	Business Statistics & Quantitative Techniques	4 (4-0-0)
PS5B -507	Organizational Behaviour	4 (4-0-0)
PS5B -509	Accounting and Finance for Managers	4 (4-0-0)
PS5B -511	Integrated Marketing Communications	4 (4-0-0)
PS5B-513	Fundamentals of Management	4 (4-0-0)
PS5B-551	CV	

Second Semester:

Code	Title	Credits (L T P)
CORE COURSES		
PS5B-502	Media Planning	4 (4-0-0)
PS5B-504	Public Relations	4 (4-0-0)
PS5B -506	Advertising and PR Research	4 (4-0-0)
PS5B -508	Creative Writing	4 (4-0-0)
PS5B -510	Business Communication and Personality Development	4 (4-0-0)
PS5B -512	Mass Communication	4 (4-0-0)
PS5B-514	Client Servicing & Account Planning	4 (4-0-0)
PS5B-552	CV	

Third Semester:

Code	Title	Credits (L T P)
CORE COURSES		
PS5B-601	Corporate Communication	4 (4-0-0)
PS5B-603	Commercial Designing	4 (4-0-0)
PS5B -605	Consumer Behaviour	4 (4-0-0)

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PS5B -607	Computer Graphics	4 (4-0-0)
PS5B -609	Service Marketing	4 (4-0-0)
PS5B-651	CV	
ELECTIVE COURSES-DISCIPLINE CENTRIC (Any One)		
PS5B -621	Decision Making Skills	4 (4-0-0)
PS5B -623	Dissertation	4

Fourth Semester:

Code	Title	Credits (L T P)
CORE COURSES		
PS5B-602	Rural & Retail Marketing	4 (4-0-0)
PS5B-604	Marketing Strategies	4 (4-0-0)
PS5B -606	Direct Marketing & Event Management	4 (4-0-0)
PS5B -608	Brand Management	4 (4-0-0)
PS5B -610	Audio -Visual Production	4 (4-0-0)
PS5B -612	Digital Marketing	4 (4-0-0)
PS5B-652	CV	

Note: The above programme structure can be modified as per requirement from time to time in accordance with University Ordinance No. 14.

PROGRAMME OUTCOMES:

- Develop an integrated view of managerial problems and perspectives in communication industry through advanced knowledge of core issues.
- Inculcate understanding of fundamental concepts and theory of business practice through foundation courses.
- Preparing students at strategizing.
- Demonstrate use of team work, leadership skills, decision making and organization theory.

PROGRAMME SPECIFIC OUTCOMES:

- Develop cadre of outstanding 'Communications' professionals with broad-based knowledge and critical interpersonal skills to meet the challenges of the corporate society
- Subjects imparting advanced knowledge create a clear career interest; they intend to enable the students to develop specific skills and perspectives in their chosen career paths.
- Develop leadership capabilities to act as change agents and be a source of motivation in the organization they work.
- Apply knowledge of leadership and management theories and practice to solve business problems.
- Foster analytical and critical thinking abilities.
- Impart values and transformational learning's to evolve as global citizens and responsive human beings.
- Create awareness and ability to balance personal and life goals

